

Rep Order#	Ver#	Status	New	Traffic Order#	Printed:	10/19/2012 7:59 AM	1 of 3
6865368	1	Status	New				

Last Received: 10/18/2012 7:12 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
 Product () NATIONAL RIFLE ASSN
 Advertiser NATIONAL RIFLE ASSN
 Estimate# 3388
 Buyer MICHELLE MORE
 Phone#
 Fax#

Agency	() AMERICAN MEDIA & ADVOCACY GROUP 815 SLATERS LANE ALEXANDRIA, VA 22314	Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY
Agency C/P1/P2/E	137/490/3388	
Flight Dates	10/22/2012 - 10/28/2012	Salesperson Phone# 215-567-6005
Hiatus Weeks		Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

$$S^* = S$$

---REMARKS---

THIS IS A NEW CONTRACT
TOTAL 20,700
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	1135P-1235A	TONITE SHW-NBC	:30	\$500.00	10/22-10/22	2	1	2	\$1,000.00	
Rating: 2.7												
Buyline Comment: 192												
	2	TU	1135P-1235A	TONITE SHW-NBC	:30	\$500.00	10/23-10/23	2	1	2	\$1,000.00	
Rating: 2.7												
Buyline Comment: 192												
	3	W	1135P-1235A	TONITE SHW-NBC	:30	\$500.00	10/24-10/24	2	1	2	\$1,000.00	
Rating: 2.7												
Buyline Comment: 192												
	4	TH	1135P-1235A	TONITE SHW-NBC	:30	\$500.00	10/25-10/25	2	1	2	\$1,000.00	
Rating: 2.7												
Buyline Comment: 192												
	5	F	1135P-1235A	TONITE SHW-NBC	:30	\$500.00	10/26-10/26	2	1	2	\$1,000.00	
Rating: 2.7												
Buyline Comment: 192												

EC'd Yes Last Received: 10/18/2012 7:12 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.	Agency () AMERICAN MEDIA & ADVOCACY GROUP	Rep Firm
Advertiser () NATIONAL RIFLE ASSN	815 SLATERS LANE	Sales Office () PHILADELPHIA
Product NATIONAL RIFLE ASSN	ALEXANDRIA, VA 22314	Salesperson () ANJIE BRADY
Estimate# 3388	Agency C/P1/P2/E 137/490/3388	
Buyer MICHELLE MORIE	Flight Dates 10/22/2012 - 10/28/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

---REPORT TOTALS---
Report Totals: 25 / \$20,700.00

---SALES MONTHLY TOTALS---

Oct 12:	25 / \$20,700.00
Sales Totals:	25 / \$20,700.00
Station Totals:	25 / \$20,700.00
Lines not sent/rcld/rtrn:	0 / \$0.00

---COMPETITIVE---

Market Totals	\$64,688	CATV 0%	WAVY 32%	WGNT 3%	WPXV 0%	WTKR 7%
		WTVZ 0%	WVBT 46%	WVEC 12%		

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books	NOV10, MAY11, ENOV11
Demos	RA35+

--- CREDIT RISK ---
CASH IN ADVANCE